ORDER

36858 **Orders** Order / Rev: Alt Order #: Product Desc: District 20 WTVF Estimate: Primary AE: Political Political Flight Dates: 10/23/12 - 10/29/12 Sales Office: WTVF Original Date / Rev: 10/22/12 / 10/22/12 Sales Region: Order Type: **GENERAL** Local Agency Name: Fletcher Rowley Riddle-TN **Buying Contact:** Billing Type: Cash Billing Calendar: Calendar **Billing Contact:** EOM/EOC 1720 West End Avenue, Suite 630 Billing Cycle: Nashville, TN 37203 Agency Commission: 15% **Advertiser** Name: Phillip North for State Senate Demographic: A25-54 New Business Thru: 10/31/13 **Product Codes:** PO03 Order Separation: 00:30:00 P5 Priority: Advertiser External ID: Agency External ID: Revenue Codes: AGY, POL, CAND Bill Plan Totals Gross Amount Net Amount Start Date End Date # Spots Gross Amount Net Amount Month # Spots Rating October 2012 \$9,100.00 \$7,735.00 0.00 17 10/01/12 10/29/12 17 \$9,100.00 \$7,735.00

Totals

17

\$9,100.00

\$7,735.00

0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln Ch S	tart End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WTVF 10	/23/12 10/29/12	M-F 6a-7a	CM	6a-7a	MTWTF	:30	1	\$525.00P4	0.00 NM	2	\$1,050.00
		M-F 6a-7a									
Start D	ate End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/	2 10/28/12	-T	1	\$525.00	0.00						
Week: 10/29/	2 11/04/12	M	1	\$525.00	0.00						
N 2 WTVF 10	/23/12 10/28/12	M-F 10a-11a	CM	10a-11a	1-1	:30	2	\$300.00P4	0.00 NM	2	\$600.00
		M-F 10a-11a									
Start D	ate End Date	Name and the same	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/	2 10/28/12	1-1	2	\$300.00	0.00						
N 3 WTVF 10	/23/12 10/28/12	M-F 5p-530p	CM	5p-530p	-1-1	:30	2	\$625.00P4	0.00 NM	2	\$1,250.00
		M-F 5p-530p									
Start D	ate End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/	2 10/28/12	-1-1	2	\$625.00	0.00						
N 4 WTVF 10	/23/12 10/29/12	M-F 6p-7p	СМ	6p-630p	MTWTF	:30	1	\$750.00P4	0.00 NM	2	\$1,500.00
		M-F 6p-630p		(6:00 PM-6:	30 PM)						
Start D	ate End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/	2 10/28/12	T	1	\$750.00	0.00						
Week: 10/29/	2 11/04/12	M	1	\$750.00	0.00						
N 5 WTVF 10	/24/12 10/28/12	M-Sa 10p-1035p,	Su 10pGM	10p-1035p	WS	:30	2	\$1,100.00P4	0.00 NM	2	\$2,200.00
		M-Sa 10p-10-35p	, Su 10p-10-3	C							
Start D	ate End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/	2 10/28/12	WS	2	\$1,100.00	0.00						
N 6 WTVF 10	/27/12 10/27/12	Sat AM News 6a-	9a CM	558a-9a	S-	:30	2	\$300.00P4	0.00 NM	2	\$600.00
		Sa 6a-9a							1		

Print Date: 10/22/12 10:21:52 Page 2 of 2

Order / Rev:	36858	Advertiser:	Phillip North for State Senate	
Alt Order #:		Product Desc:	District 20	WTVF
Flight Dates:	10/23/12 - 10/29/12	Estimate:		

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 6 WTV	F 10/27/1	2 10/27/12	Sat AM News 6a-9a	СМ	558a-9a	S-	:30	2	\$300.00P4	0.00 NM	2	\$600.00
			Sa 6a-9a									
<u>s</u>	tart Date	End Date	Weekdays S	oots/Week	<u>Rate</u>	Rating						
Week: 1	0/22/12	10/28/12	S-	2	\$300.00	0.00						
N 7 WTV	F 10/28/1	2 10/28/12	Sun AM News 6a-8a	CM	558a-8a	S	:30	2	\$250.00P4	0.00 NM	2	\$500.00
			Su 6a-8a							i.		
<u>s</u>	tart Date	End Date	Weekdays S	oots/Week	Rate	Rating						
Week: 1	0/22/12	10/28/12	S	2	\$250.00	0.00						
N 8 WTV	F 10/27/1	2 10/27/12	Sat News 6p-630p	СМ	558p-630p	S-	:30	1	\$300.00P4	0.00 NM	1	\$300.00
			Sa 6p-630p									
S	tart Date	End Date	Weekdays S	oots/Week	Rate	Rating						
Week: 1	0/22/12	10/28/12	S-	1	\$300.00	0.00				i		
N 9 WTV	F 10/27/1	2 10/27/12	M-Sa 10p-1035p, Su	10ßM	10p-1035p	S-	:30	1	\$750.00P4	0.00 NM	1	\$750.00
			Sat 10p-10-35p	•								
S	tart Date	End Date	Weekdays S	oots/Week	Rate	Rating				1		
Week: 1		10/28/12	S-	1	\$750.00	0.00						
N 10 WTV	F 10/28/1	2 10/28/12	Sun News 530p-6p	CM	530p-6p	S	:30	1	\$350.00P4	0.00 NM	1	\$350.00
			Su 530p-6p							1		
S	tart Date	End Date		oots/Week	Rate	Rating						
Week: 1		10/28/12	S	1	\$350.00	0.00						
	***************************************	e annique anno annique					And the second second	Annual Community		Totals	17	\$9,100.00
										lutais	17	ψυ, 100.00

WTVF (CBS) 5 - NASHVILLE PHILLIP NORTH FOR STATE SENATE - TN DISTRICT 20 Week 2: 10/23-10/29 (Tue-Mon)

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD	- 4th QTR CARD	Tue	Wed	Thu	Ë	Sat	Sun	Mon				
PROGRAM SALES OF SALES	DAYPART	10/23	10/24	10/25	10/26	10/27	10/28	10/29	SPOTS	300	SPOTS COST/SPOT TOTAL COST	TOTAL COST
M-F MORNING REPORT	6-7A	₩.						-	2	t	\$525.00	\$1,050.00
M-F PRICE IS RIGHT	10-11A		-		-				2	ナ	\$300.00	\$600.00
M-F 5P REPORT	5-5:30P	Ψ-							2	· *	\$625.00	\$1,250.00
M-F 6P REPORT	6-6:30P			₩.				-	2	*	\$750.00	\$1,500.00
M-SU 10P REPORT	10-10:35P		Ð						<u> </u>	-	\$1,100.00	\$2,200.00
SAT WEEKEND NEWS	6-9A					73			2	·	\$300.00	\$600.00
SUN WEEKEND NEWS	6-8A						7		2	4	\$250.00	\$500.00
SAT WEEKEND NEWS	6-6:30P					-			~	さ	\$300.00	\$300.00
SAT 10 P REPORT	10-10:30P					-			~-	7	\$750.00	\$750.00
SUN WEEKEND NEWS	5:30-6P						1		1	t	\$350.00	\$350.00
GROSS									4			\$9,100.00
AGENCY DISCOUNT (-15%)												\$1,365.00
NET TO STATION												\$7,735.00

Philip North for State Senate – TN20 414 UNION ST., SUITE 1850A NASHVILLE TN, 37219 (615)515-8129

Treasurer: MELISSA KURTZ BLACKBURN

NORTHP1201H "Straight Talk HD" @ 100%

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable FEDER	e box) AL CANDIDATE	<u> </u>	STATE/LOCA	L CANDIDATE
To Ava Windov	il Themselves of v, Federal Candid	The Lowest lates Must Si	Unit Charge Du gn The Certifica	ring a Political tion On Page 3
Station and	Location: ングTV (.,	Date 0 9
I, K	sati Bu	mapurd	iner	
being/on behalf	of: Phi	II'A M	oAh	, a legally
qualified candid	ate of the	Democ	rat	political
party for the offi	ce of	State	. Senat	e Dist. 20
in the	Genera	<u> 1</u>		•
election to be he	eld on:	1/6		
do hereby reque	st station time as follow	vs:		
Broadcast Length	Time of Day, Rotation or Package	Pays	Class Times We	
	See	AH	achec	
Total Charg	les:	\$9100	(2)	

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